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MYRTLE BEACH

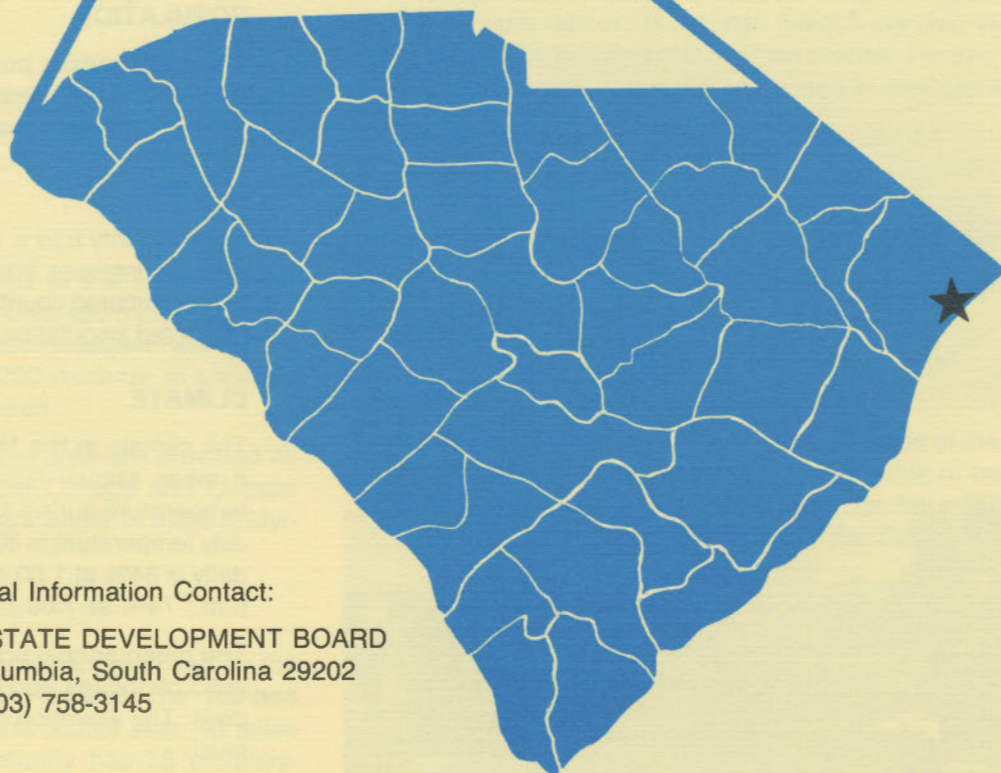
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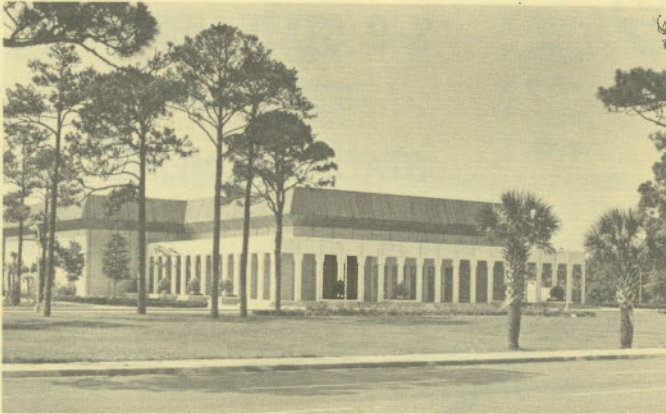
STATE DOCUMENTS



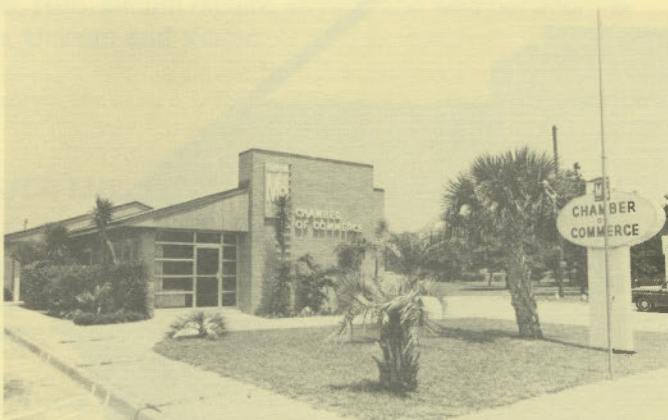
For Additional Information Contact:
SOUTH CAROLINA STATE DEVELOPMENT BOARD
P. O. Box 927, Columbia, South Carolina 29202
(803) 758-3145



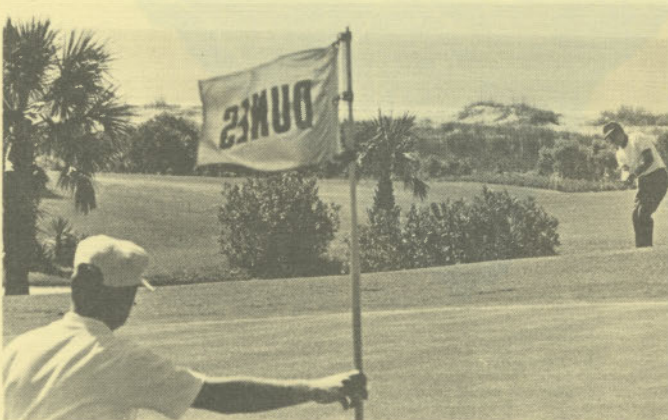
Beach Recreation Scene



Myrtle Beach Convention Center



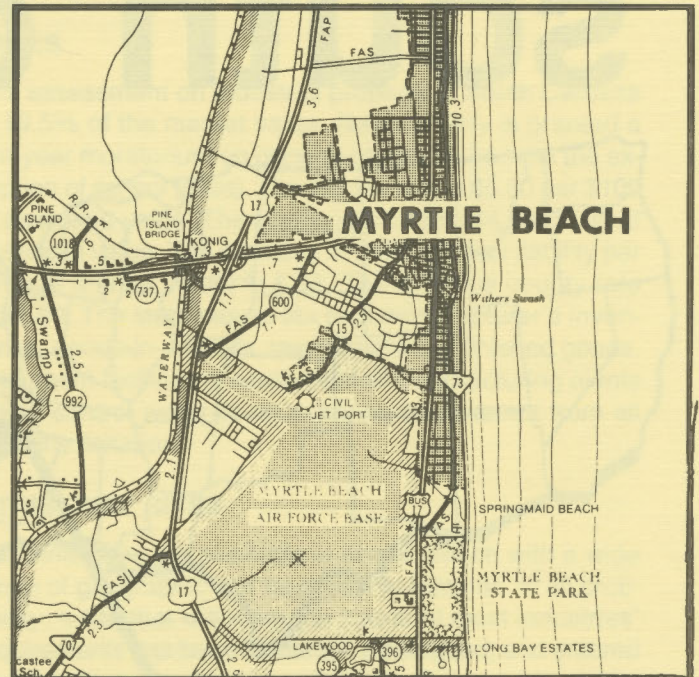
Myrtle Beach Chamber of Commerce



Dunes Golf Course

LOCATION

As depicted on the cover, Myrtle Beach is in the north-eastern section of the state in Horry County. Charleston, South Carolina's busiest port, is 94 miles south. Columbia is 141 miles west and Greenville is 242 miles northwest. Myrtle Beach is 355 miles east of Atlanta; 660 miles south of New York; and 2,878 miles east of San Francisco.



POPULATION

The 1980 census population of the city of Myrtle Beach was 18,758. This was a 107.6% increase from the 1970 census population of 9,035. The population within a 15-mile radius is 61,677 and within a 30 mile-radius is 107,480.

Horry County had a 1980 census population of 101,419, a 44.9% increase from the 1970 population of 69,992. The 1981 estimated county population is 105,100 and the 1990 projected population is 139,700.

CLIMATE

The climate in the Myrtle Beach area is temperate with a mean annual temperature of 63.7° F. The average temperature during January is 46.4° F, while the average July temperature is 80.4° F. The average relative humidity daily is 84% at 1:00 a.m.; 84% at 7:00 a.m.; 57% at 1:00 p.m.; 74% at 7:00 p.m.

The mean annual precipitation in the Myrtle Beach area is 53.59 inches and the average growing season is 241 days. The elevation of Myrtle Beach is 30 feet above sea level.

COMMUNICATIONS

The daily *Sun News* is published in the city. Four radio stations have broadcast facilities in the community. Television reception is available from seven stations representing the three major networks and ETV. Cable television

service is available. The General Telephone Company provides the telephone service.

GOVERNMENT

The community has a council-manager form of municipal government. The five city council members and the mayor are elected for four-year terms. Horry County is governed locally by a council-administrator form of government, whose 12 council members are elected every two years.

POLICE AND FIRE

The Myrtle Beach Police Department has 58 full-time police officers. The department operates 25 radio equipped patrol cars. The Myrtle Beach Fire Department has 35 full-time and 21 volunteer firemen who operate eight pumper trucks, one tanker and one 90-foot elevated platform. Myrtle Beach's insurance rating is Class 5.

FINANCIAL INSTITUTIONS

Myrtle Beach has five banks and two savings and loan associations to serve the financial needs of the community. The banks have total assets of \$3.3 billion, while the savings and loans have assets of \$521 million.

HOTELS AND MOTELS

The community has numerous motels, hotels, condominiums and rental houses with over 45,000 overnight accommodations. Meeting and banquet facilities for large and small groups are available in the city.

CHURCHES

Myrtle Beach has 34 Protestant churches. One Catholic church and two Jewish houses of worship are also located in the city.

EDUCATION

Myrtle Beach, which is included in the Horry County Schools, has six elementary schools; two middle schools; and three high schools. The student/teacher ratio is 25.6 to 1, with 438 teachers and 11,200 students. In addition, two private schools serve the area.

Higher education facilities for the area are provided by the Horry-Georgetown Technical College and Coastal Carolina College. Both facilities are within 14 miles of Myrtle Beach.

MEDICAL SERVICES

Medical services for the community are provided by the 134-bed Grand Strand General Hospital. The 160-bed Conway Hospital is located in the county seat, 15 miles from Myrtle Beach. The community has 58 privately-practicing medical doctors and 20 privately-practicing dentists.

RECREATION AND CIVIC FACILITIES

Myrtle Beach, South Carolina's Grand Strand resort center, offers year-round recreational opportunities.

Boating, fishing and water sports areas are provided by the Intracoastal Waterway and inland lakes. The city has a convention center, 36 championship golf courses, numerous marinas, recreation centers, seaside pavilions, fishing piers, tennis courts, amusement parks, movie theaters and boardwalks.

POWER

Electric power is supplied by the South Carolina Public Service Authority. Efficient low cost electric power is supplied to any industrial customer without regard to size of load. The Authority lends assistance in establishing load requirements to assure that the customer obtains the most adequate facilities to serve its load.

Electric power is also available from Horry Electric Cooperative. Power is generated by Central Electric Cooperative and South Carolina Public Service Authority. The generation capacity of plants in operation or under construction totals 3,435 megawatts with 73% produced from coal. Inter-tie connections are maintained with neighboring power supplies.

FUEL

Natural gas is supplied by Carolina Pipeline Company.

WATER

The community obtains its municipal water supply from deep wells. The system is capable of supplying water at a maximum rate of 10.2 million gallons per day, with an average daily demand of 8.5 million gallons. Treated water storage consists of 3.9 million gallons in elevated tanks.

Analysis of water supplied in the community:

Total solids	860 mg/L
Alkalinity	524 mg/L
Calcium	03 mg/L
Hardness	11 mg/L
Iron	0.1 mg/L
pH	8.5

SEWER

Myrtle Beach uses oxidation ponds to dispose of the community's wastewater. The system is capable of treating at a maximum rate of 6 million gallons per day and is currently averaging 3.4 million gallons per day.

LABOR

Because labor information may change in this area, a current labor availability report prepared and kept up to date by the S. C. State Development Board will be furnished to prospective manufacturers at their request. The comprehensive report will include sources of recruitable labor, labor force characteristics, work force skill levels, earnings data and other pertinent information. The S. C. State Board for Technical and Comprehensive Education has the resources to recruit and train workers in accordance with a company's entry criteria. This training is at little or no cost to the employer. A lead-time schedule is

developed to coordinate recruiting, testing, selecting, and training. This assures that persons will be able to move from training to their respective jobs at the time the plant is ready for initial production.

TRANSPORTATION

Myrtle Beach is served by one interstate highway, I-95 (55 miles away), and two United States highways. The community is served by the Seaboard Systems Railroad. Myrtle Beach has 27 authorized motor carriers to serve the community.

Freight Delivery Times:

To:	By Rail:	By Truck:
Atlanta	3 days	1 day
Boston	6 days	4 days
Chicago	7 days	3 days
Houston	8 days	2 days
New York	4 days	3 days
St. Louis	5 days	3 days
San Francisco	11 days	5 days

Myrtle Beach commercial air service is provided by Piedmont, Bankair and Atlantis Airlines with joint use of the Myrtle Beach Air Force runways. This airport is near the city.

General aviation uses the North Myrtle Beach airport at Crescent Beach, nine miles north of Myrtle Beach. The North Myrtle Beach airport has 6,500 feet of paved and lighted runway. Services available at the airport are flight instruction, charter, rental, air taxi, 80, 100LL and Jet A fuels, RBn, aircraft repairs, storage and weather information, Unicom and Vortac.

MAJOR EMPLOYERS

Name
Aberdeen Mfg. Corp.
AVX
Electro Mechanical Corp.
Grove Mfg. Company
Waccamaw Clay Products Co.
Waccamaw Pottery

Product or Service	Employees
Draperies	260
Ceramic capacitors	1,600
Electronic & mechanical component assembly	112
Mobile hydraulic cranes	816
Brick	73
Pottery	175

FOREIGN TRADE ZONE

There is a Foreign Trade Zone located in Charleston, South Carolina, 94 miles away. The Foreign Trade Zone allows manufacturers to store, manufacture, or process goods without paying U.S. Customs duties or worrying about quota compliance. This Foreign Trade Zone is served by a multi-mode transportation network which provides excellent accessibility to market areas.

TAXES

The assessment on industrial property in South Carolina is 10.5% of the market value. New industry is granted a five-year moratorium on general county taxes (with the exception of school taxes). The city tax rate is \$5.50 per \$100 of assessed value. The county rate is \$11.44 per \$100 of assessed value. The effective city tax rate (tax liability per \$100 of market value) is \$.58. The effective county rate is \$1.20. The state has no tax on a manufacturer's inventories, goods-in-process, raw materials or finished goods. Treatment facilities or equipment of manufacturing plants which control water or air pollution are exempt from all property taxation.

INDUSTRIAL SITES

Industrial sites are available in Myrtle Beach with a wide range of geographic and topographic features. In all probability, a site that will meet the needs of most industries' requirements has been identified, catalogued, and entered into the State Development Board's Computerized Site Selection System. Detailed site information is available and will be furnished upon request.

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